



# Department of Defense DIRECTIVE

NUMBER 5040.2

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Administrative Reissuance Incorporating through Change 2, May 10, 1999

ASD(PA)

SUBJECT: Visual Information (VI)

- References:
- (a) DoD Directive 5040.2, "Visual Information Activities, October 11, 1985 (hereby canceled)
  - (b) DoD 5040.2-R, "Management and Operation of DoD Audiovisual Activities," November 1979 (hereby canceled), authorized by DoD Directive 5040.2, October 11, 1985
  - (c) Office of Management and Budget (OMB) Circular A-114, "Management of Federal Audiovisual Activities, March 20, 1985
  - (d) [DoD Directive 5040.3](#), "DoD Joint Visual Information Services," December 5, 1985
  - (e) through (jj), see enclosure 1

## 1. REISSUANCE AND PURPOSE

This Directive:

- 1.1. Reissues reference (a) after consolidation with reference (b) to update DoD visual information policy.
- 1.2. Implements reference (c).
- 1.3. Assigns responsibilities for the management of DoD VI resources in conjunction with reference (d).
- 1.4. Establishes the DoD Visual Information Standards Panel (DVISP), and the DoD Visual Information Steering Committee (DVISC), as set forth in enclosure 2.

1.5. Authorizes the development and publication of DoD 5040.2-C, "Department of Defense Catalog of Visual Information Productions;" DoD 5040.2-G, "Defense Automated Visual Information System (DAVIS) User Guide;" and DoD 5040.2-L, "Defense Automated Visual Information System (DAVIS) Thesaurus;" consistent with the FAR (reference (e)).

## 2. APPLICABILITY AND SCOPE

2.1. This Directive applies to the Office of the Secretary of Defense (OSD), the Military Departments (MILDEPs) (including their National Guard and Reserve components), the Organization of the Joint Chiefs of Staff (OJCS), the Unified and Specified Commands, the Inspector General of the Department of Defense (IG, DoD), the Defense Agencies, and the DoD Field Activities.

2.2. This Directive does not apply as listed in enclosure 3.

## 3. DEFINITIONS

Terms used in this Directive are defined in enclosure 4.

## 4. POLICY

It is DoD policy that:

4.1. A central VI management office shall be maintained by each DoD organization at the headquarters level.

4.2. VI activities shall:

4.2.1. Be authorized and managed under this Directive (see enclosure 5). They may be authorized for dedicated support to a particular activity or organization only if it is established clearly that an existing Visual Information Support Center (VISC) is not able to provide the needed support. When authorized, the dedicated VI activity need not be collocated with the VISC.

4.2.2. Be consolidated into as few activities as possible. As a general rule, each DoD organization shall attempt to consolidate its VI activities into a single VISC within each installation or metropolitan area. Where physical consolidation is not

feasible or economical, these activities shall be managed centrally. Joint Visual Information Services (JVISs) may be managed separately.

4.2.3. Be operated in the most cost-effective manner, and support all DoD organizations and major commands within a geographic area. Interservice, interdepartmental, interagency support shall be in accordance with DoD Directive 4000.19 and DoD 4000.19-R (references (f) and (g)). Such support may include VI documentation (VIDOC), production, product procurement, reproduction, records centers operations, and services when the end result increases overall effectiveness or economy. Identifiable net additional costs for VI interservice, interdepartmental, and interagency services shall be accomplished on a reimbursable basis except for booking, distribution, and records center research.

4.2.4. Recover the full cost of such support under DoD Directive 7410.4 (reference (h)), if funded industrially.

4.2.5. Support non-U.S. Government requests, where possible. Reimbursement shall be as described in DoD Instruction 7230.7 (reference (i)), DoD 7290.3-M (reference (j)), and DoD Instruction 7730.53 (reference (k)).

4.2.6. Be defined as commercial activities, except for combat and combat support elements, as provided for in DoD Directive 4100.15 (reference (l)) and DoD Instruction 4100.33 (reference (m)). Curtailment of commercial activities is proper to reestablish combat and combat support elements or rotational positions for support of OJCS war plans.

4.3. Combat Camera records of DoD activities are an important and often the only source of operational and technical information for decision-making at all levels, historical documentation, public affairs, and other purposes in the DoD mission.

4.4. VI resources shall be maintained by DoD Agencies and the Military Services to provide the following:

4.4.1. Rapid deployment Combat Camera teams to support military operations and emergencies, including documentation of force deployments and activities before, during, and after military engagements.

4.4.2. General purpose VI support that meets DoD requirements for VI documentation, production, distribution, records centers, and installation-level support.

4.4.3. Dedicated VI support of such activities as medical; intelligence; and research, development, test, and evaluation (RDT&E).

4.4.4. A training capability and career progression for DoD VI personnel.

4.4.5. The military personnel required to support afloat and overseas commitments on a rotational basis.

4.5. VI requirements common to the DoD organizations shall be coordinated among them for optimum use of resources.

4.6. VI productions shall be:

4.6.1. Used, when cost-effective and applicable, to support mission requirements (see enclosure 6).

4.6.2. Identified as requirements by each DoD organization in an Annual VI Production Program that is aligned with the Five-Year Defense Program (FYDP).

4.6.3. Evaluated to determine their effectiveness. Complexity and cost of evaluating them should be in proportion to the cost and program impact of the production being evaluated.

4.6.4. Managed throughout their existence and distributed to ensure legal, efficient, and cost-effective use of VI productions.

4.7. Original VI productions, products, and associated administrative records shall be controlled throughout their life cycles (see enclosure 7) and disposed of in accordance with General Records Schedule 21 under the FPMR (reference (n)).

4.8. Operational test and evaluation of commercial "off-the-shelf" VI equipment shall be coordinated to eliminate unnecessary duplication (see enclosure 2).

4.9. A centralized automated management information system shall be maintained to provide management of VI products, productions, and activities.

4.10. Centralized DoD still and motion media records centers shall be maintained.

4.11. Centralized DoD VI product distribution facilities shall be maintained.

## 5. RESPONSIBILITIES

5.1. The Assistant Secretary of Defense (Public Affairs) (ASD(PA)), consistent with DoD Directive 5122.5 (reference (o)) shall:

5.1.1. Provide overall VI policy and objectives.

5.1.2. Assign JVIS responsibilities to the Military Departments.

5.1.3. Ensure the annual review of VI records centers' user charges is accomplished.

5.1.4. Monitor the implementation and effectiveness of policies for VI activities.

5.1.5. Coordinate VI matters on functions, activities, and finances with applicable OSD offices and DoD organizations.

5.1.6. Maintain the DVISC as an ASD(PA) advisory committee for VI policy, planning, management, and standards (see enclosure 2).

5.1.7. Program, fund, and maintain a DAVIS, in accordance with DoD Directive 7750.5 (reference (p)), DoD 7750.5-M (reference (q)), DoD Directive 7920.1 (reference (r)), and DoD Directive 5000.11 (reference (s)). Issue users guide, as required.

5.1.8. Represent OSD in VI-related transactions with the Federal Audiovisual Committee (FAC), the Interagency Audiovisual Review Board (IARB), the National Audiovisual Center (NAC), and the American National Standards Institute (ANSI).

5.1.9. Monitor the procurement of audiovisual production in accordance with OMB Circular A-114 (reference (c)).

5.1.10. Coordinate participation by DoD organizations in VI- related events outside of the Continental United States (CONUS).

5.2. The Organization of the Joint Chiefs of Staff (OJCS) and the Unified and Specified Commands shall establish requirements for Combat Camera support as outlined in the JOPS, volumes I and IV (reference (t)) and in operational plans and implemented orders.

5.3. The Office of Secretary of Defense, the Military Departments, the Organization of the Joint Chiefs of Staff, the Unified and Specified Commands, the DoD Agencies, and the DoD Field Activities shall each:

5.3.1. Manage VI in accordance with this Directive and ensure that VI management controls operate in accordance with DoD Directive 5010.38 (reference (u)).

5.3.2. Provide policy, plans, and programs for VI.

5.3.3. Provide information to the ASD(PA), as required.

5.3.4. Approve the establishment of VI activities; assign a permanent Defense Visual Information Activity Number (DVIAN); maintain permanent documentation that supports the establishment, continuance, or closure of those activities; and conduct periodic reviews to ensure cost-effective and efficient operation.

5.3.5. Monitor and coordinate manpower and personnel requirements, plans, actions, and training to ensure effective management of VI career fields.

5.3.6. Monitor and coordinate VI equipment allowances and authorizations.

5.3.7. Manage VI programs and budgets funded under established VI program element(s).

5.3.8. Establish and maintain an Annual VI Production Program.

5.3.9. Support and encourage the joint use of VI products and ensure that subordinate organizations are made aware of available JVIS support.

5.3.10. Ensure adequate DAVIS-compatible automated data processing (ADP) equipment at proper levels.

5.3.11. Ensure that data entered into DAVIS is complete, current, and accurate.

5.3.12. Provide VI materials to the NAC in accordance with OMB Circular A-114 (reference (c)).

5.4. The Office of the Secretary of Defense (OSD), the Organization of the Joint Chiefs of Staff (OJCS), the Unified and Specified Commands, the DoD Agencies, and the DoD Field Activities shall each:

5.4.1. Establish a single office for VI management.

5.4.2. Provide qualified representation to committees, working groups, and special panels at the request of the ASD(PA) or designated representative.

5.5. The Secretaries of the Military Departments shall:

5.5.1. Designate a general or flag officer (or comparable civilian official) as their senior representative for VI matters, and maintain a single VI management office at the headquarters level.

5.5.2. Provide qualified representation to the DVISP and DVISC and subordinate panels and working groups.

5.5.3. Identify VIDOC requirements and maintain the resources to obtain that documentation. It is each DoD organization's responsibility to document its own activities. Interdepartment VIDOC requirements should be coordinated through the Military Department VI manager. Requirements for VIDOC support (e.g., Combat Camera) shall be included in implementing operational plans for military operations, emergencies, force deployments, and activities before, during, and after military engagements.

5.5.4. Maintain mobilization plans for VI personnel and resources.

5.5.5. Coordinate any change in the support level being provided by a joint use VI activity with the ASD(PA).

5.5.6. Provide a capability to rent, produce, lease, and procure VI products and productions in support of DoD requirements.

5.5.7. Provide VI services in support of OSD, OJCS, and other DoD and Federal Agencies in the National Capital Region.

5.6. The Secretary of the Army shall:

5.6.1. Operate and maintain a DoD Central Still and Motion Media Records

Center for medical pathology materials to support DoD organizations and Veterans Administration hospitals in accordance with DoD Directive 5154.24 (reference (v)).

5.6.2. Operate and maintain a DoD central VI product distribution activity for support of all DoD organizations requiring its services.

5.6.3. Provide a capability to design, engineer, and procure VI equipment and systems in support of DoD organizations requesting its services.

5.7. The Secretary of the Navy shall:

5.7.1. Operate and maintain the DoD Central Still Media Records Center for support of the DoD organizations, the Federal Government, and public requirements.

5.7.2. Review user charges annually and institute revised rates as necessary.

5.7.3. Provide VIDOC and services in support of the Executive Office of the President of the United States.

5.8. The Secretary of the Air Force shall:

5.8.1. Operate and maintain the DoD Central Motion Media Records Center for support of the DoD organizations, the Federal Government, and public requirements.

5.8.2. Review user charges annually and institute revised rates as necessary.

5.8.3. Operate and maintain a DoD central VI product distribution center for support of all DoD organizations requiring its services.

5.9. The Director, Defense Intelligence Agency (DIA), shall operate and maintain a DoD Still and Motion Media Records Center for intelligence imagery to support DoD organizations (DoD Directive 5105.21, reference (w)).

5.10. The Director, National Security Agency (NSA), shall operate and maintain a DoD Still and Motion Media Records Center for cryptologic and cryptologic-related materials to support DoD organizations (P.L. 86-36, reference (x)).



5.11. The Director, Defense Nuclear Agency (DNA), shall operate and maintain a DoD Still and Motion Media Records Center for nuclear test materials to support DoD organizations (DoD Directive 5105.31, reference (y)).

## 6. REPORT REQUIREMENTS

Reporting requirements are provided in enclosure 8.

## 7. EFFECTIVE DATE AND IMPLEMENTATION

This Directive is effective immediately. Forward two copies of implementing documents to the Assistant Secretary of Defense (Public Affairs) within 120 days.



William H. Taft, IV  
Deputy Secretary of Defense

Enclosures - 8

- E1. References, continued
- E2. Committees, Working Groups, and Panels
- E3. Exclusions
- E4. Definitions
- E5. VI Activities
- E6. VI Production
- E7. VI Product Identification
- E8. Report Requirements

E1. ENCLOSURE 1

REFERENCES, continued

- (e) Federal Acquisition Regulation (FAR), April 1, 1984
- (f) DoD Directive 4000.19, "Interservice, Interdepartmental, and Interagency Support," October 14, 1980
- (g) DoD 4000.19-R, "Defense Regional Interservice Support (DRIS) Regulation," March 1984, authorized by DoD Directive 4000.19, October 14, 1980
- (h) DoD Directive 7410.4, "Industrial Fund Operations," April 16, 1982
- (i) DoD Instruction 7230.7, "User Charges," January 29, 1985
- (j) DoD 7290.3-M, "Foreign Military Sales Financial Management Manual," September 1986, authorized by DoD Instruction 7290.3, June 29, 1981
- (k) DoD Instruction 7730.53, "Specialized or Technical Services Provided to State and Local Government," December 23, 1982
- (l) DoD Directive 4100.15, "Commercial Activities Program," August 12, 1985
- (m) DoD Instruction 4100.33, "Commercial Activities Program Procedures," September 9, 1985
- (n) Federal Property Management Regulations (FPMR), 41 CFR 101.11.13 and 101.11.411.4
- (o) [DoD Directive 5122.5](#), "Assistant Secretary of Defense (Public Affairs)," June 15, 1982
- (p) DoD Directive 7750.5, "Management and Control of Information Requirements," August 7, 1986
- (q) DoD 7750.5-M, "DoD Procedures for Management of Information Requirements," November 1986, authorized by DoD Directive 7750.5, August 7, 1986
- (r) DoD Directive 7920.1, "Life Cycle Management of Automated Information Systems (AIS)," October 17, 1978
- (s) DoD Directive 5000.11, "Data Elements and Data Codes Standardization Program," December 7, 1964
- (t) The Joint Operations Planning System (JOPS), Volumes I and IV, Organization of the Joint Chiefs of Staff (OJCS), June 28, 1984 and August 12, 1985
- (u) [DoD Directive 5010.38](#), "Internal Management Control Program," April 14, 1987
- (v) [DoD Directive 5154.24](#), "Armed Forces Institute of Pathology," January 14, 1977
- (w) [DoD Directive 5105.21](#), "Defense Intelligence Agency," May 19, 1977
- (x) Public Law 86-36, "To Provide Certain Administrative Authorities for the National Security Agency and for Other Purposes," May 29, 1959
- (y) [DoD Directive 5105.31](#), "Defense Nuclear Agency (DNA)," March 18, 1987

- (z) DoD Directive 4120.3, "Defense Standardization and Specification Program," February 10, 1979
- (aa) DoD Directive 4120.20, "Development and Use of Non-Government Specifications and Standards," December 28, 1976
- (bb) DoD Directive 5000.37, "Acquisition and Distribution of Commercial Products (ADCOP)," September 29, 1978
- (cc) [DoD Directive 5122.10](#), "American Forces Information Service," July 23, 1987
- (dd) [DoD Directive 5120.20](#), "Armed Forces Radio and Television Service," December 23, 1980
- (ee) Public Law 98-549, "Cable Communications Policy Act of 1984," October 30, 1984
- (ff) [DoD Directive 1015.1](#), "Establishment, Management, and Control of Non-appropriated Fund Instrumentalities," August 19, 1981
- (gg) [DoD Instruction 5410.15](#), "Delineation of DoD Audio-Visual Public Affairs Responsibilities and Policies," November 3, 1966
- (hh) [DoD Directive 5230.9](#), "Clearance of DoD Information for Public Release," April 2, 1982
- (ii) [DoD Directive 5230.25](#), "Withholding of Unclassified Technical Data from Public Disclosure," November 6, 1984
- (jj) [DoD Directive 5400.7](#), "DoD Freedom of Information Act Program," March 24, 1980

## E2. ENCLOSURE 2

### COMMITTEES, WORKING GROUPS, AND PANELS

#### E2.1. Defense Visual Information Steering Committee (DVISC)

E2.1.1. The purpose of the DVISC is to advise and assist the ASD(PA) on VI policy, planning, management, and standards.

E2.1.2. The DVISC is a permanent body consisting of a representative from the Office of the Assistant Secretary of Defense (Public Affairs) (OASD(PA)) and each of the Military Departments. The Chair shall be appointed by the ASD(PA) or designated representative. The OASD(PA) shall provide an Executive Secretary who shall be a nonvoting member with the responsibilities of recording the minutes and handling assigned administrative duties. Temporary representation may be invited for specific purposes and periods.

E2.1.3. The DVISC meets quarterly or as requested by a member.

E2.1.4. Working groups of the DVISC are as follows:

E2.1.4.1. The Defense Visual Information Production Working Group (DVIPWG) addresses VI production-related items of interest including the review, validation, or coordination of validation of joint-interest VI production requirements and the coordination of the assignment of approved production requirements to the Military Departments for execution.

E2.1.4.2. The DVISC shall charter such other working groups as may be required to address specific items of interest.

#### E2.2. Defense Visual Information Standards Panel (DVISP)

E2.2.1. The purpose of the DVISP is to review and make recommendations on VI standards and policies for the standardization of VI resources and to apply standardization policies established by the Office of Assistant Secretary of Defense (Production and Logistics) (OASD(P&L)) under the Defense Standardization and Specification Program (DSSP), DoD Directive 4120.3 (reference (z)). The DVISP serves as a forum for developing standards and exchanging information on

standardization issues, equipment and resource management, and evaluations of commercial technological advances and equipment.

E2.2.2. The DVISP is chartered under the DSSP. It is a permanent working panel consisting of a representative from the OASD(PA), each of the Military Services, and an advisor from the Defense Product Standards Office (DPSO), OASD(P&L). The ASD(PA), or designated representative, shall appoint a Chairman. Temporary representation may be invited for specific purposes and periods. When required, additional representatives from the Office of the Director of Defense Research and Engineering (ODDR&E) and OASD(P&L) may be designated as observers to provide assistance on VI equipment test and evaluation issues. Working groups of the DVISP may be formed to deal with specific tasks.

E2.2.3. It is DoD policy (DoD Directives 4120.20 and 5000.37 (references (aa) and (bb))) to participate in the activities of non-Government standard (NGS) bodies, to use NGS to the maximum extent practicable, and to make use of commercial products and non-developmental items in preference to developing military-unique materiel. To address DoD VI standardization requirements, the DVISP shall review and recommend DoD representatives to serve on the applicable elements of the ANSI and other organizations responsible for developing and revising U.S. and international standards.

E2.2.4. The DVISP meets semiannually or as requested by a member.

### E3. ENCLOSURE 3

#### EXCLUSIONS

##### E3.1. Media-related Exclusions

*The provisions of this Directive do not apply to:*

E3.1.1. *Photomechanical reproductions.*

E3.1.2. *Maps.*

E3.1.3. *X-rays.*

E3.1.4. *Microfilm.*

E3.1.5. *Microfiche.*

E3.1.6. *Mixed media packages with a predominance of text.*

##### E3.2. Content-related Exclusions

*Except as provided at paragraph E3.6., below, the provisions of this Directive do not apply to:*

E3.2.1. *Command and control imagery displayed in conjunction with weapons systems.*

E3.2.2. *Imagery collected or generated exclusively for surveillance, reconnaissance, or intelligence purposes.*

E3.2.3. *Imagery gathered pursuant to criminal investigations and other legal evidentiary procedures.*

E3.2.4. *Medical diagnostic imagery such as that gathered by ultrasound and magnetic resonance imaging.*

##### E3.3. Organization-related Exclusions

*Except as provided at paragraph E3.6., below, the provisions of this Directive do not apply to:*

E3.3.1. *The Armed Forces Radio and Television Service.*

E3.3.2. *The broadcasting services of the Military Departments.*

E3.3.3. *Activities engaged in or supporting research, development, test and evaluation.*

E3.3.4. *The Army and Air Force Exchange Service.*

E3.3.5. *The Navy Motion Picture Service.*

E3.4. *Production-type Exclusions*

*The provisions of this Directive do not apply to:*

E3.4.1. *Productions acquired from commercial sources by or for:*

E3.4.1.1. *DoD dependent schools.*

E3.4.1.2. *Morale, welfare, and recreation (MWR) activities.*

E3.4.1.3. *Education centers.*

E3.4.1.4. *Non-VI libraries controlled by DoD Directive 1015.1 (reference (ff)).*

E3.4.2. *Productions funded and reported as an integral part of a recruiting advertising contract.*

E3.5. *Equipment-related Exclusions*

*The provisions of this Directive do not apply to:*

E3.5.1. *Equipment of a VI nature embedded in training devices or other integrated systems.*

E3.5.2. *Equipment of a VI nature not performing a VI function.*

E3.5.3. *Equipment of a VI nature acquired with nonappropriated funds.*

E3.5.4. *Audio or video teleconferencing equipment.*

E3.5.5. *Simulators.*

E3.6. *Exceptions*

*The provisions of this Directive apply, without regard to the exclusions above, to visual information:*

E3.6.1. *Which documents:*

E3.6.1.1. *News events reported in the media.*

E3.6.1.2. *Combat operations.*

E3.6.1.3. *The physical and environmental effects of combat, terrorist activities, or natural disasters.*

E3.6.1.4. *The physical environment in which military operations are planned or take place.*

E3.6.1.5. *The activities or presence of distinguished visitors at sites of military operations.*

E3.6.1.6. *War crimes, acts of terrorism or sabotage, aircraft crashes, accidental firings or launchings of major weapons, ship collisions or sinkings, or nuclear weapons mishaps.*

E3.6.1.7. *Crimes, motor vehicle accidents, workplace accidents or other incidents that involve DoD personnel or take place on DoD sites or facilities, and that involve DoD personnel or take place on DoD sites or facilities, and that:*

E3.6.1.7.1. *Involve distinguished visitors.*

E3.6.1.7.2. *Result in deaths or life-threatening injuries.*

E3.6.1.7.3. *Result in significant damage to DoD property or facilities, or to a large number of vehicles.*



E3.6.1.7.4. *Result in major courts-martial, civilian criminal prosecutions, or lawsuits for significant property damage.*

E3.6.1.7.5. *Attract the non-routine attention of local or national news media.*

E3.6.1.8. *Ceremonies, parades or other events marking significant:*

E3.6.1.8.1. *Changes of command or retirements.*

E3.6.1.8.2. *Presentations of honors or awards.*

E3.6.1.8.3. *Aircraft or other major equipment rollouts.*

E3.6.1.8.4. *Ship launchings, christenings, commissionings, or decommissionings.*

E3.6.1.8.5. *Distinguished visitor arrivals or departures.*

E3.6.1.8.6. *International-level sporting events.*

E3.6.1.8.7. *Celebrity entertainment events.*

E3.6.1.9. *Professional conferences, meetings, or seminars, or public speeches, lectures, video history interviews, or other presentations involving:*

E3.6.1.9.1. *Present or former flag-rank officers or senior civilian officials.*

E3.6.1.9.2. *Recognized authorities in a field of military interest.*

E3.6.1.9.3. *Participants in or eyewitnesses to historically important events within DoD or relating to subjects of major DoD or national news media interest.*

E3.6.1.9.4. *Present or former DoD personnel who achieved media fame or notoriety.*

E3.6.1.10. *First launches, flights, or other uses of major pieces of equipment, major mishaps or malfunctions involving such equipment, or the appearance of phenomena of scientific importance.*

E3.6.1.11. *Other events or activities of potential historical significance.*

E3.6.2. *Used to create VI productions.*

## E4. ENCLOSURE 4

### DEFINITIONS

E4.1.1. Armament Delivery Recording (ADR). Motion picture, still photography, and video recordings showing the delivery and impact of ordnance. This differs from reconnaissance imagery in that it records the act of delivery and impact and normally is done by the weapon system delivering the ordnance. ADR is used primarily for evaluating strike effectiveness and for combat crew training. It is also one of the principal sources of over-the-target documentation in force employments, and may be used for public affairs purposes.

E4.1.2. Audio. Relating to recording, production, and reproduction of sound, especially the sound portion of a VI production (e.g., a motion picture, videotape, or slide and tape).

E4.1.3. Audiovisual (AV) Production. An AV production is distinguished from other VI productions by the combination of motion media with sound in a self-contained, complete presentation, developed according to a plan or script for conveying information to, or communicating with, an audience. (See Visual Information (VI) Production for the definition of all other forms of production.)

E4.1.4. Cable Television System (CATV). Distributes one or more television programs by modulated radio frequency or other signals through a cable distribution system to standard television or radio receivers of subscribers who pay for such a service. CATV facilities are commercially owned and operated (see P.L. 98-549, reference (ee)).

E4.1.5. Closed Circuit Television (CCTV). Point-to-point signal transmission by cable or directional radiation where the audience is limited by physical control or nonstandard transmission.

E4.1.6. Combat Camera. VI documentation covering air, sea, and ground actions of Armed Forces in combat and combat support operations, and in related peacetime training activities such as exercises, war games, and operations (see definition E4.1.33., below).

E4.1.7. Commercial VI Production. A completed VI production, purchased off-the-shelf; i.e., from the stocks of a vendor.

E4.1.8. Computer-Generated Graphics. The production of graphics through an electronic medium based on a computer or computer techniques.

E4.1.9. Contract VI Production. A VI production produced by a commercial producer under contract to the Department of Defense.

E4.1.10. Dedicated VI Activity. A VI activity whose products and services are provided only to a specified organization or function. Includes activities within deployable elements of the operating forces.

E4.1.11. Defense Automated Visual Information System (DAVIS). A standard DoD-wide ADP system for VI management purposes at DoD Component and major command levels. It includes a production data base covering production, acquisition, inventory, distribution, product status, and archival control of AV productions and VI materials and a VI facilities data base that includes activities, facilities, personnel, and funds.

E4.1.12. Direct Cost. Any item of cost (or the aggregate thereof) that may be identified specifically with any objective, such as a product, service, program, function, or project; usually, but not necessarily, limited to items of material and labor. The distinction between direct and indirect costs is often arbitrary or is based upon convenience and cost accounting simplicity without sacrifice of reasonable accuracy in overall costs of specific objectives.

E4.1.13. Electronic News Gathering (ENG). A form of electronic journalism. The application of a portable video system to record newsworthy events.

E4.1.14. Film or Video Clip. A limited form of VI product. An assemblage of motion picture footage or videotape (usually documentary) in continuity, usually without editorial or optical effects, and normally without audio except that recorded during the documentation using single system sound or video recording. Simple titles may be used for identification purposes.

E4.1.15. Graphic Arts. Relates to the design, creation, and preparation of two- and three-dimensional visual aid products. Includes charts, graphs, posters, and visual materials for brochures, covers, television, motion pictures, printed publications, displays, presentations, and exhibits prepared manually, by machine, or by computer.

E4.1.16. Indirect Costs. An item of cost (or the aggregate thereof) that is incurred for joint objectives and may not be identified specifically with a single final objective, such as a product, service, program, or project.

E4.1.17. Joint-Interest Production. A VI production in which each of two or more DoD organizations share some degree of interest, contribute support, and intend to use.

E4.1.18. Joint Visual Information Services (JVIS). VI services operated and maintained by a DoD Military Department to support more than one DoD organization.

E4.1.19. Mixed Media. A combination of one or more VI media and one or more non-VI media, such as a film strip and accompanying printed material.

E4.1.20. Motion Media. A series of images, viewed in rapid succession giving the illusion of motion, obtained with a motion picture or video camera.

E4.1.21. Multimedia. A combination of more than one VI medium used in a single production.

E4.1.22. Operational Documentation (OPDOC). VI documentation of activities to convey information about people, places, and things. It is general purpose documentation normally done in peacetime. (See definition E4.1.33., below.)

E4.1.23. Optical Instrumentation. Use of optical systems, coupled with photographic or television recording devices that may include audio, to record scientific and engineering phenomena for measurement and analysis. It may include the recording of data to correlate optical images to time or space positions, or each other.

E4.1.24. Performers. Persons who play dramatic roles, narrate (on or off screen), pose, or otherwise perform in VI productions.

E4.1.25. Photojournalism (PJ). Conveying a story, through still photography, of a significant DoD event, normally to support the news media or internal DoD publications.

E4.1.26. Production Files. The textual records pertaining to each VI production.

E4.1.27. Reproduction. The making of copies from an earlier generation of VI materials. It includes all copies beyond the original or master copy.

E4.1.28. Still Photography. The medium used to record still imagery, including negative and positive images.

E4.1.29. Technical Documentation (TECDOC). VI Documentation (with or without sound as an integral documentation component) of an actual event made for evaluation purposes. Typically, TECDOC contributes to the study of human or mechanical factors, procedures, and processes in the fields of medicine; science; logistics; research, development, test, and evaluation; intelligence; investigations; and armament delivery. (See definition E4.1.33., below.)

E4.1.30. Technical Report. A VI report. An assemblage of TECDOC (still or motion media) to report a single mission or a project-related event.

E4.1.31. VI Activity. An organizational element or a function within an organization in which one or more individuals are classified as VI, or whose principal responsibility is to provide VI services. VI activities include those that do the following:

E4.1.31.1. Expose and process original photography.

E4.1.31.2. Record, distribute, and broadcast electronically (video and audio).

E4.1.31.3. Reproduce or acquire VI products.

E4.1.31.4. Provide VI services.

E4.1.31.5. Distribute or preserve VI products.

E4.1.31.6. Prepare graphic artwork.

E4.1.31.7. Fabricate VI aids, models, and displays.

E4.1.31.8. Provide presentation services or manage any of these activities.

E4.1.32. VI Distribution. The cataloging and distribution processes of the central distribution activities and the loan operations of field VI libraries.

E4.1.33. VI Documentation (VIDOC). Motion media; still photography; and

audio; recording of technical and nontechnical events, while occurring, and, usually, not controlled by the recording crew. VIDOC encompasses Combat Camera, OPDOC, and TECDOC.

E4.1.34. VI Equipment:

E4.1.34.1. Durable items that are capable of continuing or repetitive use by an individual or organization. These items are used for the recording, producing, reproducing, processing, broadcasting, editing, distribution, exhibiting, and storing of VI.

E4.1.34.2. When items that otherwise might be identified as VI equipment are an integral part of a non-VI system or device (existing or under development), they shall be managed as a part of that non-VI system or device.

E4.1.35. VI Facility. A building or a space within a building or ship, owned or operated by the Federal Government, which houses an authorized VI activity. Transportable or portable VI equipment (such as video recording van or portable VI equipment used in a temporary housing) also shall be classified as a VI facility.

E4.1.36. VI Functions. The individual VI processes such as production, documentation, reproduction, distribution, records preservation, presentation services, VI aids, fabrication of models and displays, and related technical services.

E4.1.37. VI Library. A VI activity that loans and maintains VI media and equipment.

E4.1.38. VI Management Office. A staff office, established in accordance with subsection 4.1. in this Directive at major command or other management level, which prescribes and requires compliance with policies and procedures and reviews operations.

E4.1.39. VI Materials. A general term that refers collectively to all of the various VI still and motion films, tapes, discs, or graphic arts. Includes the original, intermediate, and master copies, and any other retained recorded imagery.

E4.1.40. VI Personnel. Personnel possessing professional qualifications recognized by the private sector or the Department of Defense, and performing or supporting VI functions.

E4.1.41. VI Production. *The result of sequencing, according to a plan or script,*

*original and/or existing still and/or motion images, with or without sound, into a self-contained, complete, linear presentation for the purpose of conveying information to, or communicating with an audience. Typically, VI productions are recorded continuously, or edited so as to appear as if recorded continuously onto a motion medium, such as film or videotape, for replication and/or time delayed playback, but they may also be presented in real time.*

E4.1.42. VI Products. VI media elements such as motion picture and still photography (photographs, transparencies, slides and film strips), audio and video recordings (tape or disc), graphic arts (including computer-generated products), models, and exhibits. The "VI production" is a unique form of VI product and usually is addressed separately.

E4.1.43. VI Records. VI materials, regardless of format, and related administrative records.

E4.1.44. VI Records Center. A facility, sometimes specially designed and constructed, for the low-cost and efficient storage and referencing of semi-current records pending their ultimate disposition.

E4.1.45. VI Report. VI documentation assembled to report on a particular subject or event.

E4.1.46. VI Resources. The personnel, facilities, equipment, products, budgets, and supplies that comprise DoD VI support.

E4.1.47. VI Services. Those actions that do the following:

E4.1.47.1. Result in obtaining a VI product.

E4.1.47.2. Support the preparation of a completed VI production such as photographing, processing, duplicating, sound and video recording, instrumentation recording, film to video transferring, editing, scripting, designing, and preparing graphic arts.

E4.1.47.3. Support existing VI products such as distribution and records center operation.

E4.1.47.4. Use existing VI products, equipment, equipment maintenance, and activities to support other functions such as projection services, operation of conference facilities, videoteleconferencing, or other presentation systems.



E4.1.48. VI Support Center (VISC). The VI activity that provides general support to all installation, base, facility, or site organizations or activities. A VISC may include motion picture, still photography, television, and audio recording for non-production documentary purposes, their laboratory support, graphic arts, VI libraries, and presentation services.

E4.1.49. Video. Electronic recording and playback of imagery.

E4.1.50. Videoteleconferencing. Two-way electronic voice and video communication between two or more locations; may be interactive voice and video, or two-way voice and one-way video; includes full-motion video, compressed video, and freeze (still) frame video.

E4.1.51. Visual Information (VI). Use of one or more of the various visual media with or without sound. VI includes still photography, motion picture photography, video recording with or without sound, graphic arts, visual aids, models, display, visual presentation services, and the support processes.

E5. ENCLOSURE 5VI ACTIVITIESE5.1.1. The Following Are the Types of VI Activities Authorized:

<u>TYPE</u>	<u>PRIMARY FUNCTION</u>	<u>DESCRIPTION</u>	<u>LEVEL OF APPROVAL</u>
A	<u>VI Support- Center</u>	Provides VI support services to all organizations on an installation or within a defined geographic area. It may include motion picture, still photography, television, and audio recording for non-production documentary purposes, graphic arts, VI library services, presentation services, and VI equipment maintenance. Services also may include purchase, lease, or rental of off-the-shelf commercial VI productions for local use.	MILDEP Defense Agencies
B	<u>VI Production</u>	Includes production, reproduction, and distribution of Category 1 VI productions.	MILDEP Defense Agencies
C	<u>VI Production</u>	Includes all functions of Type "B" activities plus production and reproduction of Categories 1 and 2 VI productions.	MILDEP Defense Agencies
D	<u>VI Production</u>	Includes all functions of Type "C" activities plus production, reproduction, and commercial contracting of Categories 1, 2, and 3 VI productions.	ASD(PA)
E	<u>VI Records Centers</u>	Central control and storage facility for VI products.	ASD(PA)
F	<u>Combat Camera</u>	VIDOC covering air, sea, and ground actions of combat, combat support operations, and related peacetime training activities.	MILDEP Defense Agencies
G	<u>Technical Documentation</u>	VIDOC of actual events for evaluation. Includes medical and intelligence documentation, optical instrumentation, and armament recording.	MILDEP Defense Agencies

H	<u>Broadcasting</u>	Includes cable, community antenna, closed-circuit, and other radio and television broadcast services.	MILDEP Defense Agencies
I	<u>Video- telecon- ferencing</u>	Use of electronic media for audio and visual interaction between two or more locations.	MILDEP Defense Agencies
J	<u>Media Distribution</u>	Central VI product distribution.	ASD(PA)
K	<u>VI Training</u>	Formal VI training for DoD personnel ; it may engage in Category 1 VI production, reproduction, and distribution to support formal programs of instruction.	ASD(PA)
L	<u>VI Management</u>	Provides VI staff functions and management of VI activities.	OSD MILDEP Defense Agencies

## E6. ENCLOSURE 6

### VI PRODUCTION

#### E6.1. PLANNING AND PROGRAMMING VI PRODUCTIONS

The VI production life cycle begins with the planning and programming of fiscal and other requirements to establish and justify the VI production program. This correlates with the schedule used for the FYDP.

##### E6.1.1. AV Production Categories

E6.1.1.1. AV productions shall be identified in one of the following three categories:

E6.1.1.1.1. Category 1. Includes off-the-shelf purchases, and other productions authorized to support only the needs of major commands and below. Unless specific written approval is obtained from the applicable VI management office, no Category 1 productions shall be obtained or created to support human resources development or professional activities applicable for DoD-wide use.

E6.1.1.1.2. Category 2. Supports the requirements of a single DoD organization.

E6.1.1.1.3. Category 3. Supports DoD and joint-interest programs that are the requirements of more than one DoD organization.

E6.1.2. Annual AV Production Program. Each DoD organization shall maintain an Annual AV Production Program for Category 2. Those requests identified as having joint-interest potential at any level shall be forwarded through channels to the DVIPWG for action (see enclosure 2).

#### E6.2. SUBJECT SEARCH

DoD organizations shall ensure that unwarranted duplication of AV production subjects does not occur. Before approving a request for production, procurement, or adoption, DoD organizations shall:

E6.2.1. Review information obtained from the DAVIS products file and

commercially available productions to determine if acceptable productions are in existence, are planned, are in preparation by DoD organizations or Federal Agencies, and whether the Department of Defense has reproduction rights.

E6.2.2. Identify each DAVIS subject search by a serially assigned search number (SN). The SN consists of the DAVIS user name, followed by four digits representing the sequential number of the search (assigned by fiscal year (FY)); the year, month, and day (YYMMDD) on which the search was conducted; and a single letter (A or B) indicating the result of the search. An "A" indicates that no productions on the subject were found and a "B" indicates that one or more productions were found. Each part of the SN shall be separated by a hyphen, as in the following example:

<u>DAVIS USER NAME</u>	<u>SEQUENTIAL NUMBER</u>	<u>DATE</u>	<u>RESULT</u>
XXXXXX	- 0023	- 810910	- A

Record the SN on the DD Form 1995. When the subject search reveals that a production exists, but is unacceptable, the DD Form 1995, Apr 98, shall contain justification for approval of the production.

E6.2.3. Subject search exemptions are as follows:

E6.2.3.1. Those items having a security classification.

E6.2.3.2. Those materials certified as having subject matter and applicability limited to a specific organization or functional area within a DoD organization. Examples might include training for a weapons system unique to an organization, or a commander's message to his or her personnel.

E6.2.3.3. Those multi-image products using extensive or specialized project equipment and special electronic programmers.

E6.2.3.4. Category 1 productions.

### E6.3. VALIDATION OF VI PRODUCTION REQUIREMENTS

E6.3.1. Validation of the requirement is the responsibility of functional management at all levels.

E6.3.2. While the following listed functions have the most frequent joint-interest VI requirements, the list is not all inclusive. There are few functional areas in which joint-interest VI requirements shall not occur from time to time.

Drug and Alcohol Abuse	Law Enforcement
American and/or Military Heritage	Judge Advocate (Military Law)
Safety	Labor Relations
Consumer Protection	Voting
DoD missions	Military Benefits
Health Care (Medical and Dental)	Standards of Conduct
Educational Benefits	Chaplain Programs
Energy Conservation	Food Service
Guard and Reserve	National Security
Human Goals (Race Relations and Equal Opportunity)	CHAMPUS

E6.3.3. Production requirements shall be revalidated when as follows:

E6.3.3.1. The production has been dormant in any stage of the production process for 6 months.

E6.3.3.2. The production is not completed within 1 year of the script approval date.

E6.3.3.3. Direct production costs shall exceed the original production estimate by 20 percent.

E6.4. APPROVAL OF VI PRODUCTION REQUIREMENTS

E6.4.1. Production approval is the process of determining that all steps have been taken to ensure that a requirement is adequately defined, essential, properly validated, and that all other prerequisites have been met before authorizing a production. Regardless of category, all productions made for the Department of Defense require this review at a management level above the using activity before production is authorized.

## E6.5. PRODUCTION IDENTIFICATION

E6.5.1. All approved productions shall be identified by either a standard Production Identification Number (PIN) or a Production Approval Number (PAN).

### E6.5.2. PIN

E6.5.2.1. A PIN shall be used to identify each Category 2 and 3 production and shall be the life-cycle control number. It shall consist of a controlled six-digit number.

E6.5.2.2. PINs shall not be assigned to productions made by the Department of Defense for the other Federal Agencies.

### E6.5.3. PAN

E6.5.3.1. A PAN normally shall be used to identify each Category 1 production. It consists of the DVIAN of the production approving activity, the last two digits of the FY in which the production was approved, and a sequential number beginning with 0001 at the start of each FY. Each set of characters shall be separated by a hyphen; e.g., (M4017-86-0053).

E6.5.3.2. PAN issuing offices shall be designated by each DoD Component. Each PAN issuing office shall maintain a log of PANs issued and shall monitor their use.

E6.5.3.3. A PIN may be used to identify a Category 1 production, if determined necessary by the DoD Component to prevent duplication of existing products within the Department of Defense through DAVIS subject searches. If a requirement is identified outside the producing major command, the production shall be upgraded to Category 2.

## E6.6. PRODUCTION COSTS

E6.6.1. Cost Identification. This is necessary as part of the control process for each production. Production costs shall be identified for each production and shall be controlled and maintained on an individual auditable record from production approval through completion. Reproduction and distribution costs shall be maintained separately from production costs.

#### E6.6.2. Production Cost Limitations

E6.6.2.1. Category 1 Productions. The total associated cost or threshold limit shall be determined by the DoD organization VI manager.

E6.6.2.2. Category 2 Productions. The total associated cost of a Category 2 production shall not exceed *\$100,000* without ASD(PA) review. When a production budget that is approved originally at *\$100,000* or less is later increased to more than *\$100,000*, it requires ASD(PA) approval. Interactive videodisc production is excluded from the initial limit.

#### E6.7. PRODUCTION AND PROCUREMENT ACTIVITIES

E6.7.1. Productions shall be acquired in the most cost-effective manner.

E6.7.2. DoD organizations shall use the Federal Uniform AV Production Contracting System for competitive procurement of new AV productions, as currently prescribed by OMB Circular A-114 (reference (c)). Exceptions to this procedure are authorized when as follows:

E6.7.2.1. In Research and Development (R&D) weapons systems and similar contracts, the production is a provision of the contract for status reporting or new equipment training.

E6.7.2.2. In materiel contracts, the production is not the principal purpose of the contract, but related to and acquired as part of the material being purchased.

E6.7.2.3. In mixed media contracts, the non-VI material (such as print) shall cost more than 50 percent of the total contract cost.

E6.7.2.4. In curriculum development contracts (such as instructional systems development), the requirement shall justify the award of the contract to a qualified curriculum development contractor (rather than a producer) unless the cost of the production exceeds 50 percent of the total contract cost.

E6.7.2.5. In recruiting programs, when the productions are integral to an overall advertising agency contract.



E6.7.2.6. In purchasing production services to augment in-house production capabilities, when this method is the most cost-effective.

E6.7.2.7. Productions are made by an in-house production activity that is a Government-owned and contractor-operated (GOCO) activity.

E6.7.2.8. Off-the-shelf proprietary productions are purchased, leased, or rented.

E6.7.3. Procurement of off-the-shelf proprietary productions from commercial sources usually is conducted as a noncompetitive acquisition. Justification must be submitted to contracting officers in accordance with the FAR (reference (e)) in sufficient detail to support a sole source award.

E6.7.4. Grants, cooperative agreements, and other legal instruments shall not be used when the product is intended for the direct benefit or use of the Government.

#### E6.8. PRODUCTION CONTENT

E6.8.1. Productions shall not contain material that does the following:

E6.8.1.1. Portrays military and DoD personnel in unfavorable or undignified circumstances, unless it is essential to the message being conveyed.

E6.8.1.2. Implies endorsement of commercial products or services by introduction of trademarks, labels, distinctive packaging, or references to trade or brand names in the narration, dialogue, or titles.

E6.8.1.3. Promotes an individual, activity, organization, or provides forums for opinions on broad subjects without reference to specific programs.

E6.8.1.4. Is inaccurate or incompatible with DoD policies or doctrine.

E6.8.1.5. Discriminates, or appears to discriminate, against individuals on the basis of sex, race, creed, nationality, age, religion, or national origin.

E6.8.2. DoD organizations shall not produce or support productions or other products used to influence pending legislation or to promote the status of various industries.

E6.8.3. Productions and other products dealing with history and art must educate and inform, not promote a DoD organization's role.

E6.8.4. Production titles shall describe subject matter.

#### E6.9. USE OF DoD PERSONNEL AS PERFORMERS IN PRODUCTIONS

E6.9.1. All employees (including active duty military personnel) are prohibited from playing dramatic roles, narrating, or acting in Federal AV and DoD VI productions except:

E6.9.1.1. When performing their own job.

E6.9.1.2. When a production is to be used only for internal communications or training, and the Government employees are playing roles developed for training purposes in connection with their own jobs.

E6.9.1.3. When the skills or knowledge of the Government employees are not supplied readily by professional actors.

E6.9.2. Subsection E6.10.1., above, may be waived by the DoD organizations when it is determined to be in the best interests of effective and economic production to do so.

E6.9.3. Government personnel shall not perform roles that subject them to health or safety hazards not encountered in their own jobs.

#### E6.10. REPRODUCTION AND DISTRIBUTION

E6.10.1. A distribution plan shall be prepared for all productions. It shall include the total number of copies required, the distribution format(s), and the proposed distribution of each copy.

E6.10.2. Reproduction of Category 2 and 3 products, in whole or in part, is prohibited without prior approval from the applicable DoD organization VI manager.

E6.10.3. Purchased, leased, rented, or adopted commercial products are authorized for exhibition in the original distribution format(s) only and shall not be reproduced. Federal copyright laws and specific procurement conditions govern each

product title. Entertainment products distributed to Armed Forces broadcast outlets by the AFRTS Broadcast Center (AFRTS-BC), by the AAFES, or by the NMPS expressly are prohibited from duplication, in whole or in part.

E6.10.4. A DoD organization may specify internal distribution restrictions for any of its products when justified. These restrictions may indicate type of activity and specific audience limitations.

## E6.11. LEGAL RELEASES AND COPYRIGHT CLEARANCES

E6.11.1. The Department of Defense must avoid liability under laws that protect persons and their property from invasion of privacy, trespass, and violation of rights in property. Activities that produce productions shall obtain signed releases from the persons indicated in paragraphs E6.11.1.1. and E6.11.1.2., below. The requirement applies to all materials used in productions. The releases should be worded to convey to Government the same rights as stated in subparagraphs E6.11.3.2.1. and E6.11.3.2.2., below.

E6.11.1.1. Persons who either appear in, or whose voices are used in, a production.

E6.11.1.2. Persons whose minor children, real estate, or other private property appears in any production.

E6.11.2. To determine the need for releases, apply the following guidelines:

E6.11.2.1. No release is required from active duty military personnel including cadets or midshipmen of the U.S. Military Academies or DoD civilians performing their official duties.

E6.11.2.2. Under most circumstances, an individual's expectation of privacy changes with the situation. Releases should be obtained from persons depicted in commonplace, secluded, or in unspectacular situations. Newsworthy or public events provide little, if any, expectation of privacy and do not require releases.

E6.11.2.3. If an individual is part of a crowd, no release is required. When an individual is a central figure in a scene, a release is required regardless of the brevity of the scene.

E6.11.3. Separate clearances are always required for use of copyrighted material:

E6.11.3.1. Generally, both music and programs recorded off the air are copyrighted. Possession of the source recording or score does not confer any right to reproduce, transfer, or otherwise use or perform the recorded or scored material, either as a whole or in part. A specific license for each use or application must be obtained from the copyright owner.

E6.11.3.2. Licenses to use or perform music or other copyrighted material in connection with DoD productions shall:

E6.11.3.2.1. Convey to the Government the perpetual right to duplicate, distribute, publish, exhibit, use, or transmit all or any parts of the music or other copyrighted material concerned as incorporated in the production for which the license was acquired or in any future use incorporating a part or the whole of the production.

E6.11.3.2.2. State that the conveyed license rights shall benefit the U.S. Government and its officers, agents, servants, and employees, when acting in their official capacities and any other persons lawfully reproducing, distributing, exhibiting, or otherwise using the production or any portion thereof for which the license was acquired.

E6.11.4. All productions produced for the Department of Defense and intended for public release and sale shall undergo a legal review to establish legal clearances, restrictions, or conditions. This review shall be conducted by a judge advocate or other legal counsel in coordination with the production activity. The record of legal review shall become a permanent part of the official production folder.

E6.11.5. The use or loan of DoD VI equipment to record, reproduce, exhibit, or broadcast copyrighted materials in any form, from any source, without prior license or agreement is expressly prohibited.

## E6.12. PUBLIC EXHIBITION AND SALE CLEARANCE

E6.12.1. Public clearance includes the authority for public exhibition. It does not mean clearance for sale, rental, or lease to foreign countries. This requires separate clearances by the DoD organization headquarters.

E6.12.2. Before commitment of production funds, DoD organizations shall submit scripts or plans for all proposed productions intended primarily for public

release to the OASD(PA) for approval, in accordance with DoD Instruction 5410.15 (reference (gg)).

E6.12.3. All completed productions, or productions that are determined at any stage of production or internal use to be of value to DoD public information programs, shall be submitted for approval with the following data:

E6.12.3.1. Completed DD Forms 1995, Apr 98 (after production completion).

E6.12.3.2. Copy of legal review (after completion).

E6.12.3.3. Recommendation for public clearance (during production or after completion).

E6.12.3.4. Copy of approved script (during production).

E6.12.4. Approval for public exhibition of completed unclassified DoD productions is a two-step process:

E6.12.4.1. Legal Clearance. The production is reviewed to determine if it is permissible legally to exhibit it publicly or to sell it, or if legal restrictions or conditions imposed at the time of production or purchase prevent legal clearance for public exhibition and sale.

E6.12.4.2. Content Review. The production is reviewed to determine if its content is accurate and applicable for public exhibition. The content review is the responsibility of the DoD organization and, in turn, the OASD(PA). The review is conducted in accordance with DoD Instruction 5410.15 (reference (gg)), DoD Directive 5230.9 (reference (hh)), and DoD Directive 5230.25 (reference (ii)).

E6.12.5. Public clearance designators for productions are as follows:

E6.12.5.1. Cleared. Those granted public clearance by OASD(PA) in accordance with reference (hh) and DoD Directive 5400.7 (reference (jj)). These productions also are available for sale or rental to the public through the NAC. They also may be loaned or exhibited to the public without restriction. These designated productions have no legal or security restriction, and are unconditionally releasable to the public for exhibition purposes.

E6.12.5.2. Not Cleared. DoD productions that have not been processed for public exhibition and clearance shall be designated "not cleared." Also designated

"not cleared" are all those productions whose performance, display, exhibition, use, reproduction, distribution, public sales, or disclosure are limited by the following:

E6.12.5.2.1. Classification.

E6.12.5.2.2. Rights retained by copyright owners or talent.

E6.12.5.2.3. Statutory grants.

E6.12.5.2.4. Agreements.

E6.12.5.2.5. Privacy rights.

E6.12.6. Requests for productions under the Freedom of Information Act require separate clearance in accordance with reference (jj).

#### E6.13. REVIEW FOR OBSOLESCENCE

E6.13.1. VI products shall be reviewed for obsolescence within 36 months after initial distribution, and annually, thereafter.

E6.13.2. A VI product shall be declared obsolete and of no historical value when it reflects any of the following:

E6.13.2.1. Outdated DoD and Federal Government policy statements and program objectives.

E6.13.2.2. Procedures, tactics, and techniques that no longer are current or meet VI product objectives.

E6.13.3. Copies of obsolete productions shall be removed from the distribution system.

E6.13.4. A VI product shall be declared historical if it no longer reflects current policies or procedures, but accurately reflects past DoD events that are considered to be significant historically. Before each exhibition or use of such VI products, audiences shall be informed that the product does not reflect current DoD doctrine, policy, or procedures by the addition of a disclaimer.

## E7. ENCLOSURE 7

### VI PRODUCT IDENTIFICATION

E7.1.1. Original and original mastering materials of VI products shall not be sold or loaned.

E7.1.2. Sale of copies of VI products and record materials through the responsible records center is authorized when there are no legal or other restrictions.

E7.1.3. *Visual Information Identification Numbers. DoD VI productions shall be assigned either a Production Identification Number or a Production Approval Number. All other official DoD imagery shall be assigned a Visual Information Record Identification Number.*

E7.1.3.1. *Production Identification Number (PIN) and Production Approval Number (PAN). See enclosure 6.*

E7.1.3.2. *Visual Information Record Identification Number (VIRIN)*

E7.1.3.2.1. *Upon creation and unless discarded, each non-production unit of media which satisfies the definition of official DoD imagery shall be assigned a VIRIN. For example, unless discarded, each original 35mm transparency or digital image created by persons acting for or on behalf of DoD activities, functions or missions shall be assigned a VIRIN.*

E7.1.3.2.2. *The VIRIN shall consist of 15 data elements, in 4 fields, separated by 3 hyphens, for a total of 18 characters, organized in the alpha (A) numeric (N) format NNNNNN-A-NNNA-NNN.*

E7.1.3.2.2.1. *Field 1 (NNNNNN): The year (Y), month (M) and day (D) of acquisition or origination, arranged as YYMMDD. Example: March 23, 1998 = 980323.*

E7.1.3.2.2.2. *Field 2 (A): The Service affiliation or status of the acquirer or originator. Service affiliation or status shall be abbreviated:*

*A = To indicate a uniformed member, civilian employee, or contract employee of the Army*

*N = To indicate a uniformed member, civilian employee, or contract employee of the Navy*

*F = To indicate a uniformed member, civilian employee, or contract employee of the Air Force*

*M = To indicate a uniformed member, civilian employee, or contract employee of the Marine Corps*

*G = To indicate a uniformed member, civilian employee, or contract employee of the Coast Guard*

*D = To indicate a civilian or contract employee of the Department of Defense not falling into one of the categories above*

*O = To indicate a person not falling into one of the categories above*

**E7.1.3.2.2.3. Field 3 (NNNNA):** *In the case of all categories above except O, the last four numbers of the acquirer's or originator's Social Security Number, followed by the first letter of his or her last name. Example: Army Sergeant John Doe, SSN 123-45-6789D. In the case of category O above, such as a member of a foreign military, or a civilian not affiliated with DoD, 9999 followed by the first letter of the acquirer's or originator's last name. Example: Abdullah Mohammed, a foreign civilian = 9999M.*

**E7.1.3.2.2.4. Field 4 (NNN):** *The approximate order in which each unit of media was acquired or originated by the person identified in Fields 3 and 4 on the day identified in Field 1, starting with 001 and continuing consecutively as necessary up to 999. Field 4 of the VIRIN shall be created without regard to media of acquisition or origination, so that no two units of media are assigned identical VIRINs. Example: Sergeant Doe acquires three still images, then records four video sequences, and then creates a poster containing a montage of still images, all on the same day, in that order. The VIRINs assigned to the still images would end in 001,*



002 and 003. Those assigned to the motion sequences would end in 004, 005, 006, and 007. The VIRIN assigned to the poster would end in 008.

E7.1.3.2.3. *Full example of a VIRIN: The fourth unit of media created and not discarded by Army Sergeant John Doe, SSN 123-45-6789 on March 23, 1998, would be assigned the VIRIN 980323-A-6789D-004.*

E7.1.3.2.4. *Fields 2 and 3 of the VIRIN for a unit of media created by more than one individual shall reflect the individual who was the lead creator or head of the team responsible for creating the item.*

E7.1.3.2.5. *Copies shall bear the VIRIN of the original, even if, during the copying process, conversions between analog and digital, or changes in medium, format, compression, or size occur.*

E7.1.3.2.6. *Imagery or other units of media that are derived from existing, VIRIN-bearing materials, and which substantially preserve the appearance and content of the originals from which derived shall be identified with the VIRINs of the originals. Example: Two uniquely-VIRINed video sequences are edited together in the order, first scene of the first to last scene of the first, first second to last scene of the second. The end product shall not be assigned its own, unique VIRIN, and shall instead be labeled with the VIRINs of the two component video sequences.*

E7.1.3.2.7. *Imagery or other units of media that are derived from existing, VIRIN-bearing materials, but which differ substantially in appearance relative to the originals from which derived, shall, upon creation and unless discarded, be assigned a unique VIRIN. Example: Two uniquely-VIRINed video sequences are edited together so that scenes from one alternate several times with scenes from the other. Unless discarded, the end product shall be assigned its own, unique VIRIN.*

E7.1.3.2.8. *Electronic files containing imagery shall bear as file names:*

E7.1.3.2.8.1. *The VIRINs of the imagery they contain, unless the software in use does not support the VIRIN's format.*

E7.1.3.2.8.2. *Fields 1 and 4 of the VIRINs they contain, if the software in use does not support the VIRIN's format. Field 1 shall be used in its entirety. The first character of Field 4 shall be omitted. Example: VIRIN 980323-A-6789D-004 = file name 98032304.*

E7.1.3.2.9. *The "Image Number" field of any embedded IPTC caption shall reflect the image's VIRIN.*

E7.1.3.2.10. *During acquisition of motion imagery:*

E7.1.3.2.10.1. *A unique VIRIN shall be created and applied to motion imagery no less often than the beginning of each change in day, photographer, or subject matter.*

E7.1.3.2.10.2. *A slate, which includes a VIRIN, shall be recorded immediately prior to subject matter, whenever possible.*

E7.1.4. *Defense Visual Information Activity Number (DVIAN)*

E7.1.4.1. *A unique DVIAN shall be assigned to each of a Component's authorized VI activities, in accordance with reference (a), paragraph 5.3.4.*

E7.1.4.2. *The DVIAN shall consist of 5 data elements, in a single field, organized in the alpha (A) numeric (N) format ANNNN, where "A" is the letter designator of the authorizing Component, and "NNNN" is a number assigned by the Component VI Management Office. Example of a DVIAN for an Air Force VI activity: F0204.*

E7.1.4.3. *The DVIAN letter designators for the DoD Components shall be as follows:*

*A - Department of the Army  
B - National Imagery and Mapping Agency  
D - Office of the Secretary of Defense  
F - Department of the Air Force  
H - Defense Special Weapons Agency  
J - Joint Chiefs of Staff (including the Joint Staff and Unified Commands)  
K - Defense Information Systems Agency  
M - United States Marine Corps  
N - Department of the Navy  
O - Other  
S - Defense Logistics Agency  
W - Uniformed Services University of the Health Sciences*

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*Note: The following terms used in enclosure 7 are defined below.*

*Official DoD Imagery. All photographic and video images, regardless of the medium in which they are acquired, stored, or displayed, that are recorded or produced by persons acting for or on behalf of DoD activities, functions, or missions.*

*DoD VI Production. Any VI production created or acquired by a DoD Component, except as provided at reference (a), Change 2, Enclosure 3, "Exclusions."*

E8. ENCLOSURE 8  
REPORT REQUIREMENTS

E8.1. *Visual Information (VI) Production Request and Report*

*This report is assigned Report Control Symbol DD-PA(AR)1381. The DD Form 1995, APR 98, shall be used to initiate, justify, and validate all VI production requirements. It is used to document production information and events as they occur and provides a source document to VI records management.*

<b>VISUAL INFORMATION (VI) PRODUCTION REQUEST AND REPORT</b>		<b>NEW RECORD</b>	<b>REPORT CONTROL SYMBOL</b> DD-PA(AR)1381
		<b>UPDATE OF EXISTING</b>	
<b>PURPOSE:</b> The Visual Information (VI) Production Request and Report is the primary source document for the DAVIS database and lifecycle management of DoD VI productions (See Notes 1, 2 and 3). The information provided by this form is used to support DoD customer access to VI productions. It is also used to validate production content, establish viewing restrictions, track subject matter currency, and avoid duplication of productions. <b>WHEN TO USE THIS FORM:</b> Completion of a VI Production Request and Report is required for all DoD VI productions, regardless of purpose, subject matter, intended audience, distribution method, presentation format, cost, scope, security classification, perishability, or production source, except as provided in DoD Directive 5040.2.			
<b>SECTION I - TO BE COMPLETED BY OFFICE OF PRIMARY RESPONSIBILITY (OPR) (See Note 4)</b>			
<b>1. TITLE</b>		<b>2. SERIES TITLE AND PART</b>	
<b>3. PURPOSE</b>			
<b>4. DESCRIPTION/SYNOPSIS</b>			
<b>5. PRODUCTION OBJECTIVE (X one)</b> <input type="checkbox"/> EDUCATION AND TRAINING <input type="checkbox"/> INTERNAL INFORMATION <input type="checkbox"/> PUBLIC INFORMATION		<input type="checkbox"/> RECRUITING <input type="checkbox"/> RDT&E <input type="checkbox"/> INTELLIGENCE, RECONNAISSANCE, CRIMINAL INVESTIGATION AND COMMUNICATIONS SECURITY	
		<input type="checkbox"/> COMBAT READINESS <input type="checkbox"/> INSTALLATION SUPPORT <input type="checkbox"/> MEDICAL <input type="checkbox"/> OTHER	
<b>6. PRIMARY AUDIENCE</b>			
<b>7. SECURITY CLASSIFICATION (X one)</b> <input type="checkbox"/> UNCLASS <input type="checkbox"/> CONFIDENTIAL <input type="checkbox"/> SECRET		<b>8. CLASSIFIED BY</b> <input type="checkbox"/> TOP SECRET <input type="checkbox"/> OTHER	
		<b>9. DECLASSIFY ON (YYYYMMDD)</b>	<b>10a. DOWNGRADE TO</b>
		<b>b. ON (YYYYMMDD)</b>	
<b>11. INITIAL DISTRIBUTION (X one)</b> <input type="checkbox"/> LOCAL <input type="checkbox"/> MAJOR COMMAND <input type="checkbox"/> SERVICE/AGENCY <input type="checkbox"/> DOD <input type="checkbox"/> OTHER		<b>12. INITIAL DISTRIBUTION LIST (X one)</b> <input type="checkbox"/> ATTACHED <input type="checkbox"/> TO BE PROVIDED PRIOR TO PROJECT COMPLETION	
<b>13. DISTRIBUTION MEDIUM</b> (For example, videotape, CD-ROM, Broadcast, etc.)		<b>14. COMMENTS</b>	
<b>15. OFFICE OF PRIMARY RESPONSIBILITY/REQUESTER</b>			
<b>a. POINT OF CONTACT NAME</b> (Last, First, Middle Initial)		<b>b. MAILING ADDRESS</b> (Street, Suite Number, City, State, ZIP Code)	
<b>c. TELEPHONE</b> (Include Area Code)	<b>d. FAX NUMBER</b> (Include Area Code)		
<b>e. E-MAIL ADDRESS</b>			
<b>16. COMPONENT (X one)</b> <input type="checkbox"/> ARMY <input type="checkbox"/> NAVY <input type="checkbox"/> AIR FORCE <input type="checkbox"/> MARINE CORPS <input type="checkbox"/> OTHER			<b>17. DATE REQUIRED (YYYYMMDD)</b>
<b>18. COMMUNICATION TO MY INTENDED AUDIENCE OF THE MESSAGE(S) IN THE VI PRODUCTION I AM HEREBY REQUESTING:</b> - IS MISSION ESSENTIAL. - CANNOT BE ADEQUATELY ACCOMPLISHED BY ANY VI PRODUCTIONS IN THE EXISTING DOD INVENTORY. - AMONG ALL MEDIA, IS BEST ACCOMPLISHED WITH A VI PRODUCTION.			
<b>a. NAME OF HEAD OF OPR OR REPRESENTATIVE</b> (Last, First, Middle Initial)		<b>b. RANK</b>	<b>c. POSITION</b>
<b>d. TELEPHONE</b> (Include Area Code)	<b>e. FAX NUMBER</b> (Include Area Code)		<b>f. E-MAIL ADDRESS</b>
<b>g. SIGNATURE</b>			<b>h. DATE SIGNED</b>
<b>NOTES:</b> Note 1: DoD Directive 5040.2, "Visual Information (VI)", authorizes and prescribes the use of the Visual Information Production Request and Report and provides additional information on its use. Note 2: Defense Automated Visual Information System (DAVIS) < <a href="http://dodimagery.afis.osd.mil">http://dodimagery.afis.osd.mil</a> >. An on-line, unrestricted, full-text searchable, standard DoD-wide database containing content-descriptive, production, acquisition, inventory, distribution, currency status, archival control and other data on the VI productions in the Department of Defense inventory.			

DD FORM 1995, APR 1998 (EG)

PREVIOUS EDITION IS OBSOLETE.

Designed using Perform Pro, WHS/DIOR, Apr 98

SECTION II - TO BE COMPLETED BY SUPPORTING VISUAL INFORMATION ACTIVITY			
<b>19. POINT OF CONTACT</b>			
a. NAME (Last, First, Middle Initial)		b. MAILING ADDRESS (Street, Suite Number, City, State, ZIP Code)	
c. TELEPHONE (Include Area Code)	d. FAX NUMBER (Include Area Code)		
e. E-MAIL ADDRESS			
20. PRODUCTION IDENTIFICATION NUMBER (PIN) (For other than local productions)	21. INTERNAL CONTROL NUMBER (ICN)	22. PRODUCTION APPROVAL NUMBER (PAN) (For local productions)	23. PROJECTED PRODUCTION COST (See Note 5)
SECTION III - TO BE COMPLETED BY PRODUCTION ACTIVITY/JVIS CONTRACTING ACTIVITY			
<b>24. PRODUCTION ACTIVITY/FIRM/VENDOR</b>			
a. ACTIVITY NAME		b. DEFENSE VI ACTIVITY NUMBER (DVIAN)	
c. POINT OF CONTACT NAME (Last, First, Middle Initial)		d. MAILING ADDRESS (Street, Suite Number, City, State, ZIP Code)	
e. TELEPHONE (Include Area Code)	f. FAX NUMBER (Include Area Code)		
g. E-MAIL ADDRESS			
25. FINAL PRODUCTION COST (See Note 5)	26. PRODUCED BY (X one) <input type="checkbox"/> DOD/GOVERNMENT <input type="checkbox"/> COMMERCIAL OFF-THE-SHELF <input type="checkbox"/> CONTRACT PRODUCED		
27. DATE CANCELLED (YYYYMMDD)	28. PRODUCTION LENGTH	29. DATE PRODUCTION COMPLETED (YYYYMMDD)	30. QUANTITY TO BE DISTRIBUTED
31. PUBLIC CLEARANCE (X one) <input type="checkbox"/> CLEARED FOR PUBLIC EXHIBITION/SALE <input type="checkbox"/> NOT CLEARED FOR PUBLIC EXHIBITION/SALE <input type="checkbox"/> CLEARED FOR NONPROFIT/PUBLIC ONLY		32. DUPLICATION RIGHTS (X one) <input type="checkbox"/> GOVERNMENT ONLY <input type="checkbox"/> NO REPRODUCTION RIGHTS <input type="checkbox"/> DOD ONLY      LIMITED TO (If Limited) <input type="checkbox"/> LIMITED RIGHTS <input type="checkbox"/> UNLIMITED RIGHTS	
		33. CAPTIONING (X one) <input type="checkbox"/> NONE <input type="checkbox"/> OPEN <input type="checkbox"/> CLOSED	
SECTION IV - TO BE COMPLETED BY DISTRIBUTION ACTIVITY			
<b>34. DISTRIBUTION ACTIVITY</b>			
a. ACTIVITY NAME		b. MAILING ADDRESS (Street, Suite Number, City, State, ZIP Code)	
c. TELEPHONE (Include Area Code)	d. FAX NUMBER (Include Area Code)		
e. E-MAIL ADDRESS			
35. DATE PRODUCTION DISTRIBUTED (YYYYMMDD)			
<b>36. LOCATION OF ORIGINAL MASTERS</b>			
a. MAILING ADDRESS (Street, Suite Number, City, State, ZIP Code)		b. TELEPHONE (Include Area Code)	c. FAX NO. (Include Area Code)
		d. E-MAIL ADDRESS	
SECTION V - TO BE COMPLETED BY RECORDS CENTER			
37. DATE RECEIVED AT RECORDS CENTER (YYYYMMDD)		38. FINAL DISPOSITION	
39. DATE SHIPPED TO NARA (YYYYMMDD) (Note 6)		40. DATE OF DISPOSAL (YYYYMMDD)	
<b>NOTES: (Continued)</b> Note 3: VI Production. The result of sequencing, according to a plan or script, original and/or existing still and/or motion images, with or without sound, into a self-contained, complete, linear presentation for the purpose of conveying information to, or communicating with an audience. Typically, VI productions are recorded continuously, or edited to appear as if recorded continuously onto a motion medium, such as film or videotape, for replication and/or time-delayed playback, but they may also be presented in real time. Note 4: Office of Primary Responsibility (OPR). The organization which requires a VI production, seeks its creation or acquisition, and is its principal beneficiary, either directly or indirectly. Note 5: OASD(PA) review and concurrence is required when expenditures exceed \$100,000. This review is required regardless of purpose, subject matter, intended audience, distribution method, presentation format, scope, security classification, perishability, or production source, except as provided in DoD Directive 5040.2. Note 6: National Archives and Records Administration.			

DD FORM 1995 (BACK), APR 1998